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Filing date: **07/08/2010**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91166487
Party	Plaintiff Hasbro, Inc.
Correspondence Address	KIM J. LANDSMAN PATTERSON BELKNAP WEBB & TYLER LLP 1133 AVENUE OF THE AMERICAS NEW YORK, NY 10036-6710 UNITED STATES IPDOCKETING@PBWT.COM,kjlandsman@pbwt.com,cfrost@pbwt.com
Submission	Opposition/Response to Motion
Filer's Name	Kim J. Landsman
Filer's e-mail	IPDOCKETING@PBWT.COM, CFROST@PBWT.COM
Signature	/Kim J. Landsman/
Date	07/08/2010
Attachments	Stark Declaration in Opp to Applicant's Motion for SJ.PDF (26 pages)(899944 bytes)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the Matter of Application Serial No. 78/359,895
Filed: January 30, 2004
For the Mark: MEMORY MAGIC in International Class 28
Published in the Official Gazette: May 10, 2005 at TM 330

HASBRO, INC.

Opposer,

v.

CREATIVE ACTION LLC,

Applicant.

Opposition No. 91/166,487

DECLARATION OF MARK STARK

I, Mark Stark, declare and state as follows:

1. I am employed by plaintiff Hasbro, Inc. ("Hasbro") as Vice President of Marketing, Hasbro Games. I submit this declaration, based on personal knowledge and on documents kept in the ordinary course of business, in opposition to Applicant's Motion for Summary Judgment. As shown below, the MEMORY trademark has achieved great consumer recognition.
2. I have a Bachelor of Business Administration degree from the University of Wisconsin. Before joining Hasbro, I worked at advertising agencies for seven years and in marketing at Fisher-Price for five years. I have worked at Milton Bradley/Hasbro Games for the last 16.5 years.
3. As Vice President of Marketing, Hasbro Games, I have been responsible for the marketing of the Milton Bradley brand portfolio, which includes Preschool Games,

Children's Games, Electronic Games, Licensed Games, and Puzzles. My duties have included the marketing of Hasbro's MEMORY® line of card matching games.

Hasbro's MEMORY® Games and Trademark

4. Since its acquisition of Milton Bradley Company in 1984, Hasbro has become the largest distributor of games in the United States. Milton Bradley Company began to sell a card matching game under the MEMORY® name and trademark in 1966. Milton Bradley Company – and later, Hasbro, as its successor – have been selling MEMORY® card matching games continuously ever since the first sale in 1966.

5. On August 29, 1967, Milton Bradley Company obtained Registration No. 834,282 on the Principal Register of the United States Patent and Trademark Office for the stylized mark MEMORY for use on "[e]quipment comprising cards with many matching pairs of designs for playing a matching card game." This registration has been incontestable since 1972. A copy of Registration No. 834,282 appears at Exhibit 1. Hasbro also registered MEMORY as a plain word mark. A copy of Registration No. 2,894,970, registered as of October 19, 2004, is attached as Exhibit 2.

6. Hasbro's MEMORY® game consists of numerous pairs of matching cards, typically 36 pairs, that feature characters, images, or other artwork on one side. The players mix the cards up and place them in rows on a flat surface, face down. They then take turns turning any two cards picture-side-up. If the two cards a player selects are identical, the player has made a match; the player then removes those cards from play and takes another turn. The process is repeated until the players take all of the cards out of play. The player who has taken the most matching pairs of cards out of play is the winner.

The MEMORY® Mark Is Inherently Distinctive

7. The word "memory" does not communicate that Hasbro's MEMORY® product is a game. The word "memory" on its own imparts no direct information about the game, what it looks like, the equipment for playing it, or how it is played. Many games sold by Hasbro and others require a player to use his or her short-term recollection. The meaning of that term does not, therefore, directly communicate or describe any characteristic of the product.

Hasbro's MEMORY® Mark Has Acquired Distinctiveness in the Marketplace

8. In addition to the Original MEMORY® game, Hasbro and its predecessor, Milton Bradley Company, have created numerous themed versions of the MEMORY® card matching game. Some of these themed versions feature the characters and images of other Hasbro toys, such as MR. POTATO HEAD and TONKA. Other themed versions feature characters and images that Hasbro has licensed from third parties. Examples include POOH, BOB THE BUILDER, POKEMON, DORA THE EXPLORER, DISNEY, TOY STORY, BACKYARDIGANS, DIEGO, SPIDERMAN & FRIENDS, TOY STORY 3, MICKEY MOUSE CLUBHOUSE, and DISNEY'S MY FRIENDS TIGGER & POOH. The themed versions of the MEMORY® game have helped to expand the popularity of Hasbro's MEMORY line of card matching games.

9. Over the past three and a half decades, sales of MEMORY® games have exceeded \$160 million. In the past eight years, Hasbro has spent over \$20 million advertising and promoting the line of MEMORY® card matching games, both separately and with a group of other Hasbro games collectively called "My First Games®" and as part of the "Games Make Great Gifts" campaign. These sales and expenditures have contributed to the public recognition of Hasbro's MEMORY® line of card matching games.

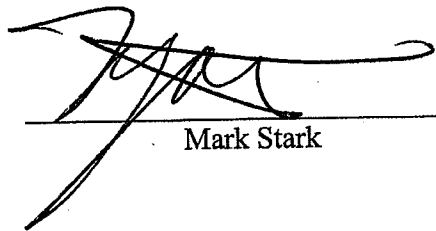
10. Hasbro's MEMORY® card matching games have been the subject of publicity in numerous periodicals over the years. In recent years, in 2000, Newsday identified the MEMORY® game, POKEMON Edition as a "favorite" new toy; in December 2001, another newspaper selected the "Monster's Inc." version of Hasbro's MEMORY® game as a game that was "hot" that holiday season. Copies of these articles appear at Exhibit 3.

11. Over the years, Hasbro has also licensed its MEMORY® trademark for use on a variety of merchandise. Currently, the MEMORY® trademark is licensed for use in conjunction with game software and books. Licensees include Destination Software, Scholastic, and Modern Publishing.

12. By virtue of the advertising, promotional efforts, licensing, publicity, and the long, continuous, and exclusive use that Milton Bradley Company and Hasbro have made of the MEMORY® trademark in connection with card matching games and related products, the MEMORY® name and mark have become well-known and associated in the minds of consumers with a single source.

I declare under penalty of perjury that the foregoing is true and correct.

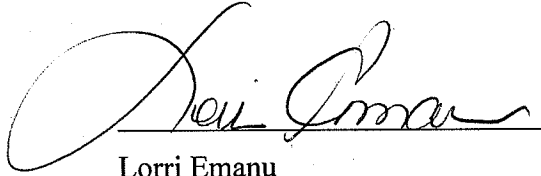
Executed on June 28, 2010, in East Longmeadow, Massachusetts.



Mark Stark

Electronic Mailing Certificate

I hereby certify that the **Declaration of Mark Stark** is being submitted electronically through the Electronic System for the Trademark Trial and Appeal Board ("ESTTA") on this 8th day of July, 2010.

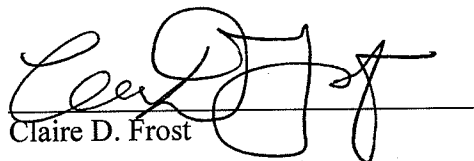
A handwritten signature in cursive script, appearing to read "Lorri Emanu", is written over a horizontal line.

Lorri Emanu

Certificate of Service

I hereby certify that a copy of the **Declaration of Mark Stark** was served by electronic mail on July 8th, 2010, on the following counsel for the Applicant:

Wayne D. Porter, Jr., Esq.
Law Offices of Wayne D. Porter, Jr.
1370 Ontario Street, Suite 600
Cleveland, Ohio 44133
porter@porterpatentlaw.com


Claire D. Frost

Stark Declaration

Exhibit 1

United States Patent Office

834,282

Registered Aug. 29, 1967

PRINCIPAL REGISTER Trademark

Ser. No. 244,660, filed May 2, 1966

memory

Milton Bradley Company (Massachusetts corporation)
74 Park St.
Springfield, Mass.

For: EQUIPMENT COMPRISING CARDS WITH
MANY MATCHING PAIRS OF DESIGNS FOR PLAY-
ING A MATCHING CARD GAME, in CLASS 22.
First use Jan. 1, 1966; in commerce Jan. 1, 1966.

REGISTRATION NO.

AUG 29 1967

834282

12-C PUB

RECEIPT IS HEREBY ACKNOWLEDGED OF THE AFFIDAVIT FILED
BY Milton Bradley Company

ON Sep 8 1972

☒ SEC. 8 - AFFIDAVIT ACCEPTED

☒ SEC. 15 - AFFIDAVIT FILED

BY DIRECTION OF THE COMMISSIONER

DEC 20 1972

DIRECTOR, TRADEMARK EXAMINING OPERATION

dmd

FORM POL-135 A
2-60

AFFIDAVIT

ACKNOWLEDGMENT

Kewood Ross
120 Maple St.
Springfield, Mass. 01103

U.S. DEPARTMENT OF COMMERCE - PATENT OFFICE

SEP 8 1972 -7.



AFFIDAVIT UNDER SECTIONS 8 AND 15

MARK: MEMORY
REG. NO.: 834,282
CLASS: 22
INTERNATIONAL CLASS: 28

Commonwealth of Massachusetts)
County of Hampden) ss:

MILLENS W. TAFT, JR., Vice President,
of MILTON BRADLEY COMPANY,
74 Park Street, Springfield, Massachusetts 01101
being sworn, states that: MILTON BRADLEY COMPANY

owns Registration No. 834,282 issued Aug. 29, 1967 as shown by
records in the Patent Office; and that the mark shown therein is still
in use as evidenced by the attached specimen showing the mark as
currently used; that the mark shown therein has been in continuous
use in interstate commerce for five consecutive years from
Aug. 29, 1967 to the present on each of the following goods
recited in the registration:

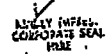
Equipment comprising cards with many matching pairs of designs for
playing a matching card game

09/19/72 0834282 213 1 10.00 CK

that said mark is still in use in interstate commerce; that there has
been no final decision adverse to registrant's claim of ownership of
said mark, to its right to register the same or maintain it on register,
and that there is no proceeding involving any of said rights pending
and not disposed of either in the Patent Office or in the courts.

MILTON BRADLEY COMPANY

By: Millens W. Taft, Jr.
Millens W. Taft, Jr.
Its Vice President



Subscribed and sworn to before me this 5th day of September, 19 72

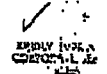
My commission expires November 3, 1973 Philip J. [Signature]
Notary Public (Seal)

POWER OF ATTORNEY

Registrant hereby appoints KENWOOD ROSS, Registration No. 14,735,
and/or CHESTER E. FLAVIN, Registration No. 22,655, both of 120 Maple
Street, Springfield, Massachusetts, 01103, and both members of the bar
of the Commonwealth of Massachusetts, to file this affidavit, to transac
all business in the Patent Office in connection therewith and to receive
acknowledgement of the affidavit.

MILTON BRADLEY COMPANY

By: Millens W. Taft, Jr.
[Signature]
Its Vice President



The United States of America



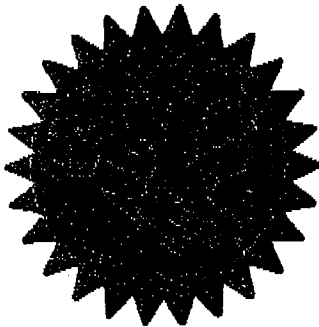
CERTIFICATE OF RENEWAL

Reg. No. 834,282

Application to renew the above identified registration having been duly filed in the Patent and Trademark Office and there having been compliance with the requirements of the law and with the regulations prescribed by the Commissioner of Patents and Trademarks,

This is to certify that said registration has been renewed in accordance with the Trademark Act of 1946 to MILTON BRADLEY COMPANY, EAST LONGMEADOW, MASSACHUSETTS,
A MASSACHUSETTS CORPORATION

and said registration will remain in force for twenty years from AUGUST 29, 1987
unless sooner terminated as provided by law.



In Testimony Whereof I have hereunto set
my hand and caused the seal of the Patent
and Trademark Office to be affixed this
eighth day of December, 1987.

Commissioner of Patents and Trademarks

Stark Declaration

Exhibit 2

Int. Cl.: 28

Prior U.S. Cls.: 22, 23, 38 and 50

Reg. No. 2,894,970

United States Patent and Trademark Office

Registered Oct. 19, 2004

**TRADEMARK
PRINCIPAL REGISTER**

MEMORY

HASBRO, INC. (RHODE ISLAND CORPORATION)
1027 NEWPORT AVENUE
PAWTUCKET, RI 02862

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

FOR: CARD MATCHING GAMES, IN CLASS 28
(U.S. CLS. 22, 23, 38 AND 50).

SER. NO. 76-556,433, FILED 11-4-2003.

FIRST USE 1-1-1966; IN COMMERCE 1-1-1966.

SUSAN HAYASH, EXAMINING ATTORNEY

Stark Declaration

Exhibit 3

Newsday (New York)

February 25, 2000, Friday ALL EDITIONS

SECTION: PART II/WEEKEND; Page B35

LENGTH: 383 words

HEADLINE: KIDSDAY / WHAT'S COOL FOR KIDS / TOY STORY

BODY:

Last week in Manhattan during Toy Fair, toy companies showed their new toys and games to store buyers and the press. Kidsday staff reporters and Pokemon fans Jonathan Cacavas and Kevin Giron, both 9, of Brentwood, were invited to a sneak preview of the new Pokemon items at the Hasbro showroom. Backstage, they met the event's guest speaker, singer Aaron Carter (younger brother of Nick Carter of the Backstreet Boys). Carter is also a Pokemon fan and the reporters asked him which characters are his favorite and which new item he liked most. He said, "Pikachu and Jigglypuff are my favorite characters, and my favorite new game is Pokemon Stadium (Nintendo for Nintendo 64, \$ 70, available in March)." After checking out the new items themselves, the reporters chose these as two of their favorites: Pokemon Battling Coin Game (Hasbro, \$ 6, available now), which comes with cool Pokemon holographs on every coin, and Pokemon Memory (Hasbro, \$ 7, available now), a great game for ages 3 to 6 where players match pictures. Pokemon, however, isn't expected to be the only big seller this year. There's a large selection of electronic and voice-activated toys. For example, robot dogs are "in." Several companies have their own version, including Mattel's Milo the Robot (\$ 99, available in September), which can ask questions and even learn new words. Another fun item is Yahoo! Cam (Tiger Electronics, \$ 60, available in September), a palm-sized digital camera that can take and store up to 12 color photos to e-mail to friends and family.

For WWF fans with sweet tooths, WWF Superstar Tube Toppers (Candy Planet, \$ 4, available now) are 6-inch candy-filled tubes topped off with molded images of Stone Cold Steve Austin, The Undertaker, The Rock and Kane.

And for doll collectors, famous twins Mary-Kate and Ashley Olsen are "dolloed" up in fashionable likenesses of themselves (Mattel, \$ 5, available in March), Swimming Champion Barbie (Mattel, \$ 22, available in July) is dressed for the Olympics, and Butterfly Fairies (Madame Alexander, \$ 75, available in May and June) sparkle with iridescent wings.

Congratulations to Kidsday context winner Alison Leigh Schwartz, 9, of Merrick, who won a basketball autographed by WNBA star Jennifer Gillom.

LIFE & ARTS

Game plan!; Perk up your holidays with one of these new board games,; tested and rated by a roomful of cutthroat Star-Telegram; journalists.

Star-Telegram

2,098 words

15 December 2001

The Fort Worth Star-Telegram

FINAL

1

English

(c) Copyright 2001, The Fort Worth Star-Telegram. All Rights Reserved.

The family is home for the holidays, and it's time to pull out a great board game to kick up the conversation and keep Aunt Soozie from droning on about her acid reflux. But what's new - and what's good?

We chatted up the folks at boardgames.com and the mall store Wizards of the Coast to find out which games are hot this season. We chose eight, cleared off some conference-room tables, dusted off our brains and put the games to the test. What we learned: Board games are better than work. As one player said, "I've been in this conference room for lots of meetings. But this is the first time I've had fun."

Here are the details:

1. Cranium

Who makes it: Cranium Inc.

Price: \$39.95

Number of players required: At least 4

Number we recommend: 8 or more

Instructions: Not too hard to follow

Pace of game: Relaxed

Best for ages: Adults

The object of the game: Be the first to go around the game board. You move ahead by having your team compete in various categories. Examples: Word Worm (spell "dilettante" out loud without writing it down), Data Head (which author said, "Work is the curse of the drinking class?"), Creative Cat (sculpt "golf course" out of clay) or Star Performer (hum AC/DC's Back in Black and have your teammate guess what it is).

Best thing: Everybody gets involved. We laughed a lot.

Worst thing: It's somewhat confusing in the beginning. The terminology takes awhile to get used to.

Most interesting thing we learned: That one of the players was willing to talk through her bottom like Jim Carrey to win the game.

Number of fights that erupted: 0

Intellectual appeal: Medium

Skills/knowledge needed: Imagination, drawing and clay-modeling talent, lack of inhibition (see Jim Carrey comment above).

What the instructions didn't tell you: What to do when you draw a Club Cranium card in Cranium Central (we told you it's a little confusing).

Last word: More fun than intellectual.

Overall grade: A

2. The Poll Game

Who makes it: The Poll Game, LLC

Price: \$29.95

Number of players required: 2-8

Number we recommend: 4-8; more answers from more people make it more fun to play.

Instructions: Easy to follow

Pace of game: Fast

Best for ages: Adults

The object of the game: There are 750 "yes or no" questions. The questions range from "Have you ever had sex in a car?" to "Do you believe the verdict in the O.J. Simpson trial was correct?" The idea is to test your ability to use your insights, instincts and knowledge of human nature to guess how your fellow players will respond.

Best thing: Provides good gossip material.

Worst thing: Takes coordination to hide your own answer chip while flipping over the card with your guess about how your fellow players will answer.

Most interesting thing we learned: That our boss "fooled around" while going through a carwash.

Number of fights that erupted: 1. It was about being or not being a cat person.

Intellectual appeal: Who the heck cares?

Skills/knowledge needed: Knowing the personal lives of the players (or being psychic).

What the instructions didn't tell you: Even if you've been married for 10 years, you might not guess how your spouse will respond.

Last word: A great party game for people who aren't afraid to share their beliefs and personal history. Better with a margarita.

Overall grade: A

3. The Weakest Link

Who makes it: **Hasbro**

Price: \$34.95

Number of players required:
4-9

Number we recommend: The
more, the merrier

Instructions: Not too hard to
understand

Pace of game: Fast

Best for ages: 18 and up

The object of the game: As in the NBC game show, players take turns answering trivia questions that range from easy to impossible and then voting off the player who's the weakest link in each round. The last remaining contestant is the winner.

Best thing: The game comes with an Anne Robinson face mask for the host/hostess to wear. On the back are a collection of cold insults to hurl at players, just as she does on TV. "Who, alas, is not burdened with intelligence?" "Who is suffering from rolling mental blackouts?"

Worst thing: The game comes with a cheap timer. Use your own hourglass-shaped minute-timer if you have one, or put a player in charge of watching the clock.

Most interesting thing we learned: Some of the answers were interesting: Do you know if hurricanes spin clockwise or counterclockwise north of the equator? Or the stage name of Betty Joan Perske, who was married to Humphrey Bogart?

Number of fights that erupted: None. But it was close. Maybe if the editor of the paper hadn't been in this group ...

Intellectual appeal: High to medium

Skills/knowledge needed: Well-rounded, general knowledge of people, places and things.

What the instructions didn't tell you: The game has the potential to devolve into a popularity contest (did we mention we were playing with the Big Boss?).

Last word: Lots of laughter from this group as its members struggled to think fast. As one player said, "The questions weren't that hard. Until it was my turn. Then they got hard."

Overall grade: A

4. National Parks Pictionary

Who makes it: USAopoly

Price: \$29.95

Number of players required: 3 or more

Number we recommend: 6. It's more fun - and more pressure - with at least three teams.

Instructions: Not too difficult

EXHIBIT 4 TO STARK DECLARATION

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February 25, 2000, Friday ALL EDITIONS

SECTION: PART II/WEEKEND; Page B35

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HEADLINE: KIDSDAY / WHAT'S COOL FOR KIDS / TOY STORY

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Best thing: Everybody gets involved. We laughed a lot.

Worst thing: It's somewhat confusing in the beginning. The terminology takes awhile to get used to.

Most interesting thing we learned: That one of the players was willing to talk through her bottom like Jim Carrey to win the game.

Number of fights that erupted: 0

Intellectual appeal: Medium

Skills/knowledge needed: Imagination, drawing and clay-modeling talent, lack of inhibition (see Jim Carrey comment above).

What the instructions didn't tell you: What to do when you draw a Club Cranium card in Cranium Central (we told you it's a little confusing).

Last word: More fun than intellectual.

Overall grade: A

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Who makes it: The Poll Game, LLC

Price: \$29.95

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Number we recommend: 4-8; more answers from more people make it more fun to play.

Instructions: Easy to follow

Pace of game: Fast

Best for ages: Adults

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Best thing: Provides good gossip material.

Worst thing: Takes coordination to hide your own answer chip while flipping over the card with your guess about how your fellow players will answer.

Most interesting thing we learned: That our boss "fooled around" while going through a carwash.

Number of fights that erupted: 1. It was about being or not being a cat person.

Intellectual appeal: Who the heck cares?

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Who makes it: Hasbro

Price: \$34.95

Number of players required:

4-9

Number we recommend: The more, the merrier

Instructions: Not too hard to understand

Pace of game: Fast

Best for ages: 18 and up

The object of the game: As in the NBC game show, players take turns answering trivia questions that range from easy to impossible and then voting off the player who's the weakest link in each round. The last remaining contestant is the winner.

Best thing: The game comes with an Anne Robinson face mask for the host/hostess to wear. On the back are a collection of cold insults to hurl at players, just as she does on TV. "Who, alas, is not burdened with intelligence?" "Who is suffering from rolling mental blackouts?"

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Intellectual appeal: High to medium

Skills/knowledge needed: Well-rounded, general knowledge of people, places and things.

What the instructions didn't tell you: The game has the potential to devolve into a popularity contest (did we mention we were playing with the Big Boss?).

Last word: Lots of laughter from this group as its members struggled to think fast. As one player said, "The questions weren't that hard. Until it was my turn. Then they got hard."

Overall grade: A

4. National Parks Pictionary

Who makes it: USAopoly

Price: \$29.95

Number of players required: 3 or more

Number we recommend: 6. It's more fun - and more pressure - with at least three teams.

Instructions: Not too difficult

Pace of game: Fast

Best for ages: High school and up

The object of the game: To reach the finish line by sketching - and guessing - things that have a connection to the outdoors and national parks, however tenuous.

Best thing: Moves fast, involves everyone.

Worst thing: Not very different from regular Pictionary. Many clues have a loose "parks" connection: Curly hair? Beard? Conveyance?

Most interesting thing we learned: How other players' minds work and how well people work with others. Oh, and also that there is such a thing as a "yucca house."

Number of fights that erupted: 2, um, heated discussions (but no name-calling).

Intellectual appeal: Medium

Skills/knowledge needed: Good imagination and good vocabulary. Also, a knowledge of geography and the outdoors.

What the instructions didn't tell you: What to do when one team reaches the finish line.

Final word: Conveyance? How would you draw "conveyance"?

Overall grade: B

5. Pop Smarts

Who makes it: Endless Games

Price: \$24.95

Number of players

required: 2 and up

Number we recommend: At least 3; the more players, the more fun the competition.

Instructions: Not too hard to follow

Pace of game: Could be faster

Best for ages: Baby boomers!

The object of the game: Answer pop-culture trivia questions faster than the other players.

Examples: In the '90s, which Baldwin brother married one of the sisters from Wilson Phillips? What diabolical, bloodthirsty terrorist ring was founded by Bond arch-enemy Ernst Stavro Blofeld?

Best thing: Has qualities that emulate Trivial Pursuit.

Worst thing: Complicated scoring. Even worse, we discovered two wrong answers in two

hours of play.

Most interesting thing we learned: We all need to read more. Jessica knows all. Monique knows snack chips.

Number of fights that erupted: 0

Intellectual appeal: High

Skills/knowledge needed: Needless trivia and thinking fast. TV-watching couch potatoes will do well with this one.

Last word: As one player said, "I wouldn't buy it, but I wouldn't throw it away if it was given to me."

What the instructions didn't tell you: Vague about scoring.

Overall grade: B-

6. Cranium Cadoo (for kids)

Who makes it: Cranium

Price: \$24.95

Number of players required: 2 or more

Number we recommend: 4 or more

Instructions: Not too hard to follow

Pace of game: Fast.

Best for ages: 8 and up

The object of the game: This is a brand-new, kids' version of Cranium, which has been a hot game for about a year. The object of the game is to get a Cadoo (four tokens in a row on the game board) by completing challenges that are either Solo (you do them yourself) or Combo (involving the other players). Examples of Solo activities: Think of a word that means both to bounce a basketball and to drip milk from your chin, or go get something you can see your reflection in that is not a mirror. Combos: Act out, draw or use clay to make a secret word and get people to guess what it is.

Best thing: Fun for groups of grown-ups, too. Lots of opportunities for funny double-entendres.

Worst thing: Running around finding objects.

Most interesting thing we learned: A football field is bigger than a hockey rink. Who knew?

Number of fights that erupted: Several. Lots of blocking on the game board and taunting.
Intellectual appeal: It's for kids.
Skills/knowledge needed: Sculpting, drawing, imagination, spontaneity.
What the instructions didn't tell you: Blocking strategy for the game board.
Last word: Go find something fuzzy and something smooth, and we'll get back to you.
Overall grade: A

7. Monsters, Inc. Memory Game
Who makes it: Milton Bradley/Hasbro

Price: \$9.95
Number of players required: 3-6
Number we recommend: 4
Instructions: Easy to follow
Pace of game: Can go as fast or as slow as the players want
Best for ages: 6 and up
The object of the game: This is the classic matching game, with 36 pairs of matching monsters. You start with all the cards turned over, and then try to match the pairs. The person with the most cards at the end wins.
Best thing: It's not as easy as it looks. A lot of the backgrounds on the cards are the same color, so it takes some real concentration.
Worst thing: There are a lot of cards. Our memories are not what they used to be.
Most interesting thing we learned: "Sandy is really smart," said one player. Also, moms do way better at this than single guys.
Number of fights that erupted: 0
Intellectual appeal: For monsters, maybe.
Skills/knowledge needed: Caffeine is a plus - seems to give you a better eye for details!
What the instructions didn't tell you: That older players may have some memory problems.
Last word: Inexpensive fun for the whole family. A game your kids may beat you in even if you're trying!
Overall grade: B+

8. Antiques Roadshow, The Game

Who makes it: Hasbro
Price: \$21.95
Number of players required: 2-4
Number we recommend: 4
Instructions: *@* *!!!! There are omissions in the instructions that left us stranded mid-game.
Pace of game: Relaxed
Best for ages: 30 and older; an interest in antiques is imperative.
The object of the game: Based on the popular PBS show of the same name, the idea is to identify and price antiques. Each player starts with 4-8 Antique cards (depending on the number of players). The cards show a photo of an antique on one side and two possible,

divergent appraisals on the other. The idea is to get rid of your own cards by correctly guessing which of the two appraisals is correct on other players' cards. The first player out of cards wins.

Best thing: Reminds us how much more we like the television show of the same name.

Worst thing: It's not as fun or as interesting as the TV show, even though the antiques shown come directly from the show.

Most interesting thing we learned: None of us was competitive enough to want to even finish the game.

Number of fights that erupted: 0

Intellectual appeal: For antique geeks, it's high.

Skills/knowledge needed: A thorough knowledge of antiques. Are you looking at a collection of Mark Twain books from a Hartford, Conn., gift shop valued at \$500? Or is it a limited-edition set from 1902 worth \$35,000?

What the instructions didn't tell you: A lot. Too many things are missing from the instructions.

Last word: Save your money and send it to KERA to keep Antiques Roadshow (which is great) on the air.

Overall grade: F

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